

Placer County Economic Development Board  
Minutes

February 15, 2017 11:30 am  
Holiday Inn, Auburn CA

---

Placer County Economic Development Board  
Minutes

February 15, 2017 11:30 am  
Holiday Inn, Auburn CA

Board Members: Veronica Blake, Supervisor Robert Weygandt, Supervisor Jennifer Montgomery, Kim Douglass, Peter Gilbert, Miguel Ucovich, Joe Patterson, Scott Alvord, Joe Glenn, Dr. Lyndell Grey, Dr. John Jackson, William H. Duncan IV, Frank Wegener, Mora Rowe, Chuck Heisleman, Joe Patterson, Scott Alvord

Guests: Michael Young, Jocelyn Maddux, Lindsay Romack

Staff: Sherri Conway, Steve Pedretti, Michele Nichols, Marcy Schmidt

Meeting was called to order at 11:38 AM

1. Appoint Executive Committee Members
  - a. Volunteers: Matt Spokely, Peter Gilbert, and Scott Alvord
    - i. Motion by William Duncan to accept these three individuals to the Executive Committee
    - ii. Second by Supervisor Weygandt
    - iii. Motion passed unanimously
2. 2017 Strategic Framework Update
  - a. Board members discussed the 2017i Strategic Framework and made recommendations.
3. Agriculture, Processing Plant Update, Dr. Lyndell Grey
  - a. Sierra Foothills Meat Company [www.Sierrafoothillsmeatcompany.com](http://www.Sierrafoothillsmeatcompany.com)
    - i. Brief history of company and its processes
      1. Struggles with processing their beef locally
      2. Slaughter facility a few miles away would be greatly beneficial
      3. Many counties can be served by Sierra Foothills Meat Company
      4. Reviewing locations for sites

- a. Lincoln site will allow for an educational component to facility
    - b. Cost = \$1.5M, plus 20% for pre-op - \$370K = Total \$2M
      - i. 2/3 through private investments, 1/3 loan
  - ii. Legally constructed as produce owned LLC, governed by Board of Governors
    - 1. Hire a general manager
    - 2. Perhaps offer for investment by next fall
  - iii. Processing facility – not feeding location
    - 1. Unincorporated Lincoln – at School Farm
    - 2. Have we reached out to consumers of kosher and halal products for funding?
      - a. They do kosher – not sure if kosher and halal can be mixed
      - b. Job creations – 12-15 medium range salary jobs
      - c. Feedback from livestock producers and counties – it is not for large producers. More for next generation grass feed businesses.
      - d. Has a storefront been considered?
        - i. Not immediately, however they will move in that direction.
        - ii. Processing 1,500 animals a year, and increasing thereafter.
        - iii. Looking at building design that can be expanded for future growth.
    - 3. No update on the threat of Reno plants closing
    - 4. USDA certifies the plant and are very interested in assisting with this process.
    - 5. Will school district benefit from this?
      - a. Educational option
      - b. Schools are interested and are in the discussion loop
      - c. Inter-district transfers are common due to the school's excellent reputation.
- 4. Small Business Priorities
  - a. Beacon Report was given by Sherri Conway on behalf of Paul Griffith
    - i. A formal report will be prepared for the April meeting for approval
    - ii. Forum in the fall to host experts to assist with facilitating discussion
- 5. Small Business Center – Sherri Conway
  - a. Incubator start-ups
    - i. Opportunity to bring together partners to assist small businesses with the many pieces of starting and running a business.
      - 1. Those out of the area of their subject matter expertise
      - 2. Currently in the information gathering stage
- 6. Sierra College Small Business Summit – William Duncan
  - a. From those thinking of starting a business to those already in business
  - b. How to get them to come – most difficult part
  - c. Who to connect with to get the word out
    - i. Speakers
    - ii. Interactive pieces
    - iii. Small business support networks from around the region
    - iv. Connect career tech programs to industry
    - v. Involve economic development Directors early on
    - vi. Help them understand the financial aspects – one of the biggest hurdles
      - 1. Peter will be happy to assist on the financial side.
      - 2. Frank Wegener – also volunteered to help

7. Placer County Business Advantage – Marcy Schmidt
  - a. Health and human services staff assisting needy families in the county get back into the workforce
  - b. Discussion of 2016 Year End Report
8. Board Member Reports
  - a. Mora Rowe
    - i. USA Track and Field championships – in Auburn this weekend
    - ii. Would like this to continue each year
    - iii. Successfully created an RFP from Visit California for Outlook forum at Resort at Squaw Creek
  - a. Supervisor Jennifer Montgomery
    - i. Walmart is not going to continue their project in Auburn, instead focusing on a new approach to online marketing
    - ii. We have adopted a new approach to what was a slow permitting process for Special Events in the County
      1. BOS took action to allow Ken Grehm to approve events that need CalTrans approval.
  - b. Scott Alvord
    - i. Housing project, Warwick, others coming
  - c. Joe Patterson
    - i. Hired new City Attorney
    - ii. Rocklin shopping experience is increasing
    - iii. Frank Wegener
      1. Introduce technological breakthrough for hospital acquired infections filtration system to reduce 98% of particles
  - d. Chuck Heisleman
    - i. Is there a way to track each city's economic development?
    - ii. Sherri meets monthly with each of the three cities – Rocklin, Roseville, and Lincoln (perhaps Auburn soon), with their Chamber and representatives to share and collaborate.
      1. Working to 'not work in silos'
      2. Also working with GSEC and EDDT regularly to share and collaborate
  - e. William Duncan
    - i. New World of Work focuses on 21<sup>st</sup> century work skills individuals need
    - ii. Wrote a grant and received funding for Sierra College to start a Promise Program which works with individuals to assist them with going to college
      1. Focuses on underrepresented populations and borderline college attendees (may or may not attend)
        - a. \$750K to be used over 3 years.
  - f. Joe Glenn
    - i. Fairpoint acquisition to close in June
    - ii. Rolled out 16K homes
      1. Trending up and anticipate it to continue
  - g. Miguel Ucovich
    - i. Discussed Loomis Town Center
    - ii. Costco is on the horizon
      1. Will create approximately 150 jobs
    - iii. Library Board established through the \$.025 tax increase
9. CDRA Update – Steve Pedretti
  - a. Brief description of work efforts in the following areas
    - i. Staffing/resources/efficiencies

1. Affordable Housing and Economic Development
  - a. New Principle Planner hired – Shawna Purvines – Starting March 6, 2017
  - ii. Board of Supervisors priorities
  - iii. Permitting – rolled out online building permits
  - iv. Electronic Plan Check
  - v. Development Streamlining Committee (DSC) dedicated to process improvement
  - vi. Turnaround times
  - vii. Community Facility Districts (CFD)
  - viii. Ordinances updating
  - ix. Cultural – staff to embrace customer service attitude/efficiencies
  - x. Economic Development
    1. Met with GSEC
    2. Attended Champions training
    3. Continued communication to staff
  - xi. Brief update of Sunset/Placer Ranch
  - xii. Regional University/Warwick
  - xiii. Placer County Conservation Plan (PCCP)
  - xiv. Affordable Housing
  - xv. Climate Action Plan
  - xvi. Cannabis Ordinance

10. Meeting adjourned: 1:11 PM